

CALIFORNIA DEPARTMENT OF  
**Mental Health**

California Strategic Plan on Reducing Mental  
Health Stigma and Discrimination

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Statewide Public Input Conference Call  
When: Monday, March 16, 2009  
Time: 5:00 p.m. to 6:30 p.m.  
Dial-in Number: (800) 230-1092

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Purpose of the Call

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- To solicit input and feedback on the **draft** Vision Statement, Core Principles, Strategic Directions, and Recommended Actions for the 10 year California Strategic Plan on Reducing Mental Health Stigma and Discrimination.

*"Stigma is the most formidable obstacle to future progress in the arena of mental illness and health."*  
-- United States Surgeon General <sup>2</sup>

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Agenda

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- Background
- Definitions
- Draft Vision Statement
- Draft Core Principles
  - Comments, Feedback, and Questions
- Draft Strategic Directions
- Draft Recommended Actions
- "How-to's"
  - Comments, Feedback, and Questions
- Next Steps

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## Purpose of the Plan

- The Strategic Plan will guide investments made throughout California to reduce stigma and discrimination toward individuals living with mental health challenges and their families.
- The plan is a resource guide for individuals, organizations, communities, businesses, governments and others, i.e., mental health providers, law enforcement, schools, primary care physicians, the media, etc.



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## Origin of the Strategic Plan

- **Spring 2007:** Mental Health Services Oversight and Accountability Commission (MHSOAC) convenes Committee to develop recommendations to reduce stigma and discrimination.
- **June 2007:** MHSOAC Committee recommends developing a comprehensive ten-year strategic plan.
- **May 2008:** MHSOAC requests DMH to develop the statewide strategic plan.



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## Process for Developing the Strategic Plan

- **November 08:** DMH convenes a 50+ member Committee to advise on the Strategic Plan
- **March 2009:** Public dialogue and feedback on draft through 2 Public Workshops and a statewide Conference Call
- **April 2009:** DMH presents the draft Strategic Plan to MHSOAC for first reading
- **May 2009:** MHSOAC adopts final Strategic Plan



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## What is Stigma?

Attitudes and beliefs that motivate individuals to fear, reject, and avoid those who are labeled, diagnosed, or perceived to have a serious mental illness—often anyone who is seen as “different.”

- From the MHSOAC Report: Eliminating Stigma and Discrimination  
Against Persons with Mental Health Disabilities



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## What is Discrimination?

When people and societies act upon their feelings of rejection and discomfort with mental illness by depriving those associated with it the rights and life opportunities that are afforded to all other people.

- From the MHSOAC Report: Eliminating Stigma and Discrimination  
Against Persons with Mental Health Disabilities



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## Types of Stigma and Discrimination

- Self – Internalized Stigma
- Community, Organizational, and Systems
- General Public



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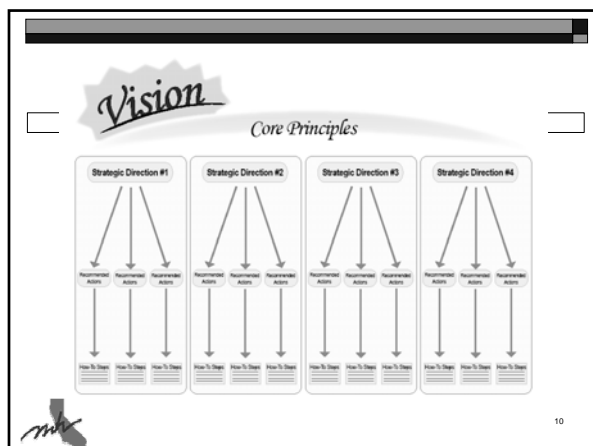
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### Draft Vision Statement

We envision physical and mental wellness for all Californians and a future where mental health labeling, stereotyping and discrimination belongs to the past.

We envision a future where people impacted by mental health challenges are supported in their education, housing, employment and recovery.

This vision of mental wellness will emerge through raising awareness, education, and action at all levels.

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### Draft Core Principles of the Strategic Plan

- Implement culturally and linguistically competent strategies and programs that reduce disparities and reflect the values and beliefs of diverse populations.
- Involve a broad spectrum of the public, including mental health consumers, family members, friends, caregivers and other community members.
- Employ a life span approach.

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### Draft Core Principles, continued

- Address both personal, internalized experiences of stigma as well as institutional and public stigma and discrimination.
- Use promising practices and proven methods.
- Recognize that treatment for those experiencing mental health challenges work, and that the best results come from those treatments which offer choice and options.



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### ▪Comments, Feedback, and Questions



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### What is a Strategic Direction?

An overarching and broad call to action that provides clarity and guidance to reduce mental health stigma and discrimination.



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### Draft Strategic Direction #1

Creating a supportive environment for all consumers, family members, and the community-at-large by establishing social norms that recognize mental health is integral to everyone's wellbeing.



See Draft Recommended Actions on page 3 of the "Draft Documents for Workshops and Conference Call" <sup>16</sup>

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### Draft Strategic Direction #2

Promoting awareness, accountability, and changes in attitudes, beliefs, practices and policies across systems and organizations.



See Draft Recommended Actions on page 4 of the "Draft Documents for Workshops and Conference Call" <sup>17</sup>

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### Draft Strategic Direction #3

Upholding and advancing federal and state laws to eliminate discriminatory practices.



See Draft Recommended Actions on page 5 of the "Draft Documents for Workshops and Conference Call" <sup>18</sup>

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#### Draft Strategic Direction #4

Increasing the knowledge base of effective programs and models that reduce stigma and discrimination using methods that include community-driven strategies and practices.



See Draft Recommended Actions on page 6 of the "Draft Documents for Workshops and Conference Call"

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#### What is a Recommended Action?

A priority activity that relates directly to fulfilling the imperative set forth by a particular Strategic Direction.



See Draft Recommended Actions on pages 3-6 of the "Draft Documents for Public Workshops and Conference Call"

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#### What are the "How-to's"?

Specific ways that a Recommended Action can be implemented "on the ground."



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## Example

Strategic Direction 2: Promote awareness, accountability, and changes in attitudes, beliefs, and practices across systems and organizations.

Recommended Action 2.7: Educate employers on the importance of mental health and wellness for all employees.

How-to: Develop an educational campaign targeted to employers that emphasizes the financial benefits of a healthy workforce, both physically and mentally.



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## ▪ Comments, Feedback, and Questions

- Draft Strategic Direction #1
- Draft Strategic Direction #2
- Draft Strategic Direction #3
- Draft Strategic Direction #4



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## Next Steps

- Please submit any written comments by March 20, 2009.
- The next meeting of the Advisory Committee will be March 25, 2009 when the feedback from the public workshops and conference call will be shared.
- Further comments, feedback, and questions should be sent to Jordan Blair at DMH.



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## California Strategic Plan on Reducing Mental Health Stigma and Discrimination

### **Contact Information:**

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Sacramento, CA 95814  
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### **Website**

<http://www.dmh.ca.gov/PEIStatewideProjects/StigmaAndDiscriminationReduction.asp>



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